

Governor's Trade Mission China 2010



An Invitation to Participate
June 4 - 12, 2010

Why China?

- China is Idaho's 3rd largest export market.
- China's GDP is estimated to grow 7-8% in 2010.
- Trade and investment potential in China remains strong, and much of the country remains untapped.
- The Idaho Trade Office in Shanghai is able to support businesses with post-mission follow up.



Cities and Estimated Costs

- Shanghai, Guangzhou, and Beijing.

Estimated Costs

Airfare	\$2,300
Hotel	\$1,245
*Participation Fee	<u>\$3,850</u>
Total	\$7,395

- *Participation fee covers coordination, customized itinerary, receptions, ground transportation to/from airport, and materials for up to two people per company or organization for all three mission stops.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.
- Additional/optional costs include interpreters, overweight baggage charges, etc.

Who should participate:

- Idaho firms looking to expand sales and build international business relationships.
- Organizations building or expanding their international programs.

You will receive:

- Pre-qualified appointments with key industry and government officials within your sector.
- Receptions with important industry and government representatives, including your customers.
- Comprehensive logistical arrangements including air travel, hotels, transportation, and daily itinerary.
- Detailed mission information including market, cultural, political, economic, and travel information.

Benefits of Idaho Trade Missions:

- Open doors to international markets.
- Access decision makers and high-level business and government officials.
- Recognize your key existing customers through the exclusive **Idaho Governor's Valued Partner Award.**

For more information and to register, please contact:

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Space is LIMITED — First Come, First Served



Governor's Trade Mission China 2010



Registration

Registration Deadline: Friday March 5, 2010

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Web Address: _____

_____ **I am interested in participating in all three trade mission stops**

*Participation fee of \$3,850 includes up to two (2) company representatives.

_____ **There will be more than 2 participants from our company**

*\$500 for each additional participant (over 2). Fee covers all three stops.

_____ **I am ONLY interested in participating in the following trade mission stops:**

_____ Shanghai (participation fee \$1,500)

_____ Guangzhou (participation fee \$1,500)

_____ Beijing (participation fee \$1,500)

Briefly describe your business interests for the China Trade Mission:

Please scan completed form and send by email to
amanda.albers@agri.idaho.gov (Agriculture) or katie.ingram@trade.idaho.gov (Commerce).

Once this form is received, you will be contacted to complete the registration process.



City Overview

Shanghai

- Shanghai, located on the Yangtze River Delta in eastern China, is one of the four municipalities under the direct control of the central government in China. It is China's second largest city (after Chongqing) with a population of over 18 million. The land area is 6,341 square kilometers (2,448 square miles).
- Shanghai has a strong base in manufacturing and technology. With many technology parks and industrial districts, the city is the leading industrial base of China. It is also the financial center of China.
- Steel, telecommunications, automobiles, power production equipment, petrochemicals and electric appliances are six key industries in Shanghai, contributing nearly 50% to its GDP. Shanghai GDP is approximately US\$131 billion.
- High incomes and a cosmopolitan culture make Shanghai an excellent market for imported foods. Shanghainese are quick to notice and adopt foreign fashions, and are highly sensitive to quality and packaging. It is an ideal place to test new-to-market products.
- Retail and HRI development are outstanding, with most major foreign retailers represented and over 30,000 registered restaurants. At present, top prospects in this market include frozen processed foods, consumer-oriented foods, meats, fresh fruit, and wine.
- Shanghai is one of the world's busiest ports, ranking third in the world for container traffic, after Singapore and Hong Kong.
- Shanghai has more than 60 higher education colleges and universities, graduating more than 110,000 students per year.
- In 2009, the Shanghai government gave district-level authorities the power to clear foreign investment projects up to \$100 million, a leap forward from the previous \$30 million threshold. The move is expected to attract more foreign investment to Shanghai, which is aiming to position itself as a global financial center.

Guangzhou

- Guangzhou is the capital city of Guangdong Province, with a population of 9.9 million. It covers 7,434 square kilometers (2,870 square miles).
- It is located in the southern region of Guangdong Province, north of the Pearl River Delta. It lies close to the South China Sea, Hong Kong and, Macau. The Pearl River, which is third largest river in China and runs through Guangzhou, is navigable to the South China Sea.
- Guangzhou is home to the largest port in south China. Major manufacturing industries include automotive, petrochemical, and electrical appliances. Traditional "light" industries account for approximately half of the total industry output, such as textiles and garments, food and beverage, and toys. Recently, however, both heavy industry and the high-tech sector have been developing rapidly.
- The vibrant South China market offers ample opportunity for agriculture trade as it is considered the southern gateway for imported agricultural products. Strong market potential exists for imported cereal grains, seafood, beef, pork, poultry, fresh fruit, dried fruits and nuts, specialty bakery ingredients, hides and skins as well as wood and timber.
- Guangzhou houses two of the largest international wholesale fruit markets in China handling more than 70% of fruit imported into China.
- Guangdong Province is the largest economy in China, with a GDP exceeding US\$331 billion. In the province, 51% of GDP is from industry and construction, 43% from services, and 6% from agriculture. GDP in Guangzhou is approximately US\$118 billion.
- The Guangzhou Higher Education Mega Center, also known as Guangzhou University City, is a large university complex located in the southeast suburbs of Guangzhou. This huge higher education center houses new campuses from ten universities, and can accommodate up to 200,000 students, 20,000 teachers and 50,000 staff members.

Beijing

- Beijing is the capital of China. It is situated in the North China Plain, covers an area of 16,808 square kilometers (6,490 square miles), and has a population of 16 million.
- The economy of Beijing has undergone rapid and consistent growth of around 8-9% annually since the introduction of economic reforms in the 1980's. Beijing GDP is approximately US\$100 billion.
- The service sector contributes the majority of Beijing's GDP at 70%, with industry at 23.9% and agriculture at 1.3%.
- Because many Chinese companies have an office in Beijing, Beijing offers the opportunity for quality meetings in the retail, foodservice and manufacturing sectors.
- In 2008, retail sales of consumer goods totaled \$65.7 billion, a 20% increase over 2007. In some retail stores, more than 50 % of the products are imported.
- Beijing is home to some of China's most sophisticated food culture. The palates of Beijingers continue to expand along with their pocket-books. Beijing has the highest growth rate of new hotels in Asia. Beijing's high-end hotels are ideal venues for introducing new-to-market food and cuisine.
- As manpower, land costs and environmental pressure have been relatively higher than other Chinese cities, Beijing has placed its focus on higher value-added manufacturing. Electronics manufacturing, including mobile phones and computers, is the biggest industry in Beijing. Leading electronics manufacturers include Semiconductor Manufacturing International Corporation (SMIC), Nokia, and Lenovo.
- Beijing has many renowned educational institutions including the Peking University, Tsinghua University, as well as the Chinese Academy of Sciences (CAS). The city graduates two-thirds of the PhDs in China.